

IN THE SPECIFICATION

Please amend the Specification as follows:

On page 42, paragraph [0077]:

[0077] As used herein, a “cell” in the context of a cellular network may be any geographical region serviced by cellular provider equipment, and may, for example, comprise a UMTS macrocell, microcell, or even a picocell, depending upon circumstances. A “microcell” as used in context of wireless station or wireless local area network does not necessarily mean the same thing as a UMTS microcell. Rather, a microcell generally includes, for example, a cellular area in which a potential consumer having a wireless handheld device may be present and proximate to a point-of-sale location. Generally a microcell will be smaller than a normal sized cell of a cellular network; for example, a microcell in a typical application may be approximately 100 to 200 yards in radius.